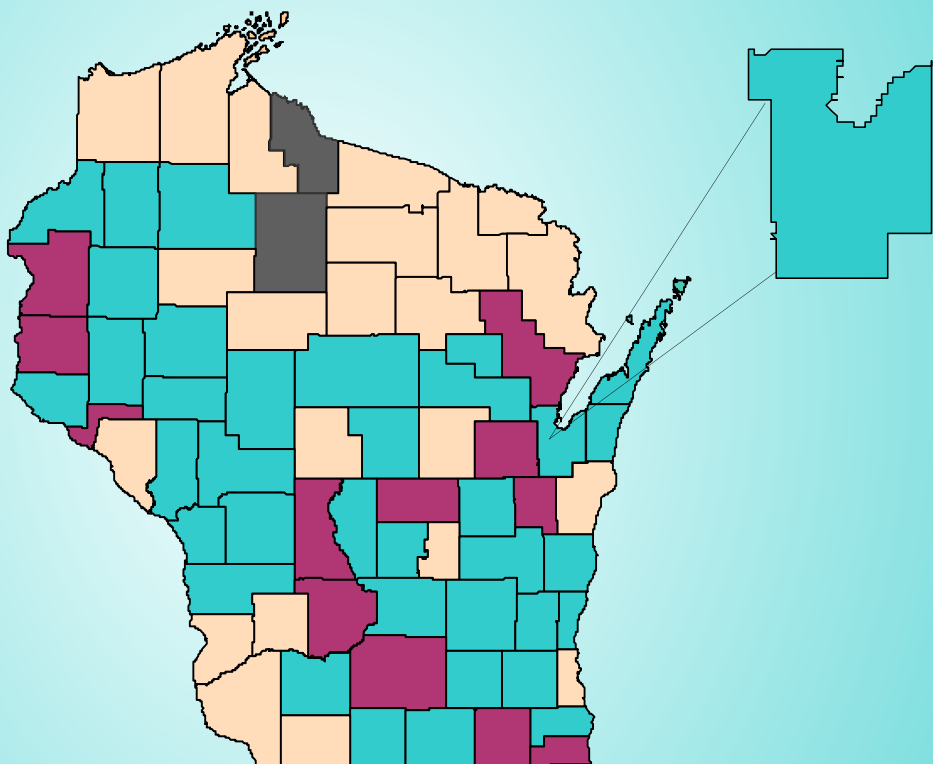


# Brown County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.

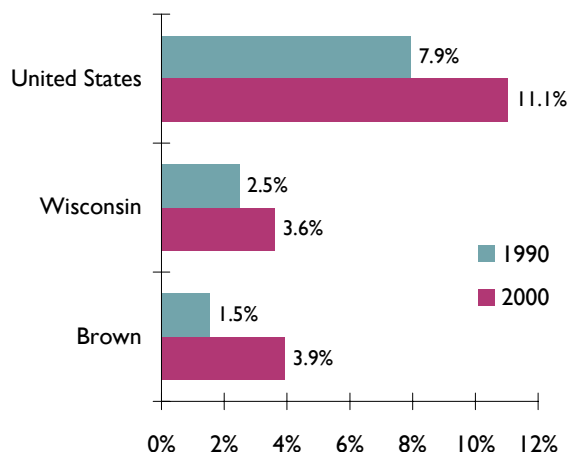


## County Population

The population in Brown County has exceeded the growth rates of the United States and the State of Wisconsin during the last two years. This was also true for the last the decade. Between 1990 and 2000 the population increased by 16.5 percent. This compares with 8.5 percent for the state and 8.7 percent for the nation. Although the ratio between the county's rate of growth when compared to the state and nation may have tempered slightly, it appears that the county is retaining the growth advantage. Since the census, the county has increased over 5,000 residents.

The two sources of population growth give Brown County a dynamic growth track record when comparing the county with the state, nation and other metro areas in the state. It outperformed these areas in both natural increase (births minus deaths) and in net-migration (number moving into the area, minus the number moving away). The only area of the state that the county did not exceed was in net-migration when compared to smaller non metro counties in the state. It is the combination natural increase and net-migration that has kept the county's population growth at a higher level. This provides an advantage in future economic growth for the county. One of the many factors that a company looks at when expanding or moving to the area is; Are workers there?

**Share of Foreign-born Residents**



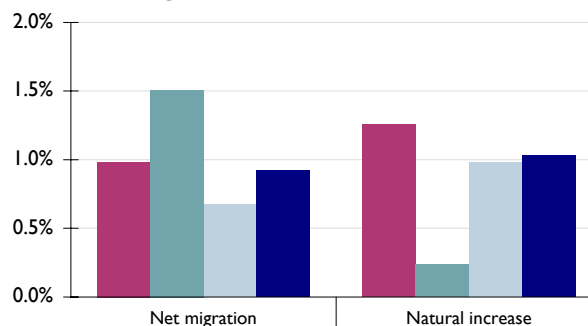
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Brown County</b>	226,778	231,858	2.2%
<b>Largest Municipalities</b>			
Green Bay, City	102,779	103,018	0.2%
De Pere, City	20,559	21,332	3.8%
Ashwaubenon, Village	17,634	17,638	0.0%
Allouez, Village	15,443	15,479	0.2%
Howard, Village*	13,546	14,376	6.1%
Bellevue, Town	11,828	12,801	8.2%
Suamico, Town	8,686	9,399	8.2%
Hobart, Town	5,090	5,285	3.8%
Ledgeview, Town	3,363	3,708	10.3%
Scott, Town	3,246	3,338	2.8%

\* Brown County portion only

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The growth rate of foreign born residents was greater than either the state or nation although the percent of population remains lower. Currently 3.9 percent of the population is foreign born, compared to 11.1 percent for the nation and 3.6 percent for the state. It should be noted that this is an important component of the county's continued growth. The foreign born population in the county

(Continued on page 2)

## Brown County Workforce Profile

### Population Projections by Age Groups in Brown County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	8,055	8,523	8,553	8,622	8,531	8,301	9,135	9,985	9,722	8,348	6,817	4,700	3,720	2,900	2,677	4,174
Female	7,598	8,163	8,248	8,390	8,181	7,644	8,426	9,722	9,340	8,336	6,779	4,929	3,796	3,445	3,259	7,759
<b>2005</b>																
Male	8,212	8,320	8,817	8,704	9,076	8,793	8,679	9,393	10,041	9,551	8,046	6,364	4,309	3,282	2,522	4,638
Female	7,855	7,851	8,465	8,576	8,788	8,057	7,792	8,501	9,669	9,176	8,061	6,445	4,649	3,570	3,187	8,126
<b>2010</b>																
Male	8,519	8,440	8,556	8,990	9,196	9,363	9,234	8,964	9,480	9,888	9,232	7,539	5,864	3,823	2,878	4,863
Female	8,150	8,080	8,094	8,813	9,017	8,674	8,242	7,892	8,476	9,522	8,897	7,686	6,100	4,385	3,326	8,346
<b>2015</b>																
Male	8,961	8,700	8,667	8,695	9,445	9,488	9,768	9,523	9,039	9,326	9,550	8,647	6,950	5,211	3,362	5,301
Female	8,577	8,331	8,321	8,384	9,222	8,889	8,835	8,340	7,861	8,339	9,225	8,478	7,274	5,755	4,093	8,635
<b>2020</b>																
Male	9,213	9,129	8,941	8,814	9,131	9,755	9,894	10,058	9,616	8,908	9,025	8,966	7,997	6,202	4,609	6,064
Female	8,814	8,749	8,586	8,616	8,774	9,097	9,054	8,933	8,315	7,742	8,088	8,803	8,039	6,881	5,391	9,608

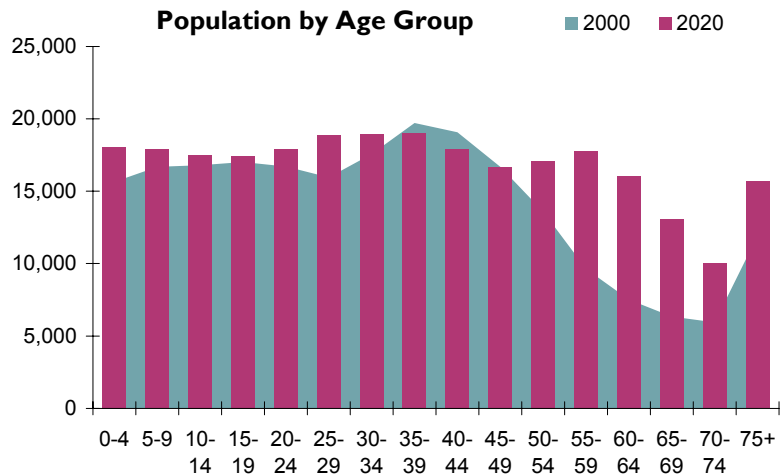
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

has increased almost two and a half times since 1990, compared with less than a fifty percent for the state or nation during the same time period.

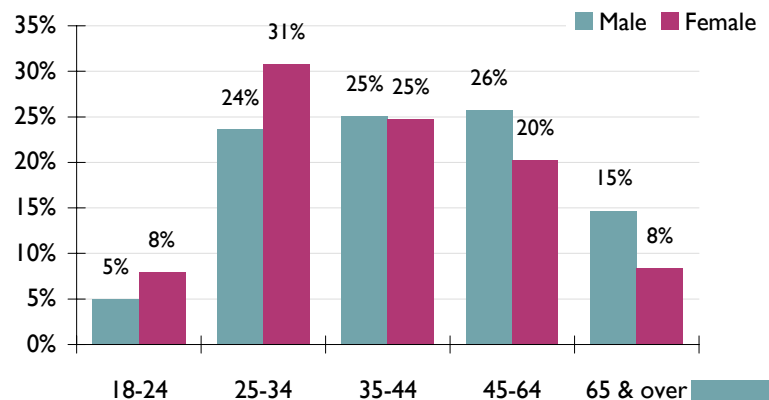
Of importance for the area, is the aging of the population. While there will be a larger number of older workers by 2020 as indicated by the chart at the right, it should also be noted that the replacement numbers for workers reaching age 65 and retiring remains fairly constant. This seems to ensure the area of not only replacement workers, but also additional workers in the labor force. This is quite different in many of the neighboring counties where the number of workers reaching a retirement age of 65 will exceed the number of workers reaching age 18 in the next ten to fifteen years.

The county is very close to average in the percent of residents for a bachelor's degree or above at 22.5 percent, compared to 22.4 percent for the state. It should be noted that the percent of females with degrees begins to exceed men for those under age 34. Nationally and statewide approximately 65 percent of college graduates are women. The percent of college graduates in the area, has an affect as to what type of companies consider relocating to an area.

Population by Age Group



Percent of age group with at least a Bachelor's degree in Brown County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force of a county is basically a subset of the population of the county and follows the demographics of the general population. Unlike the population which is relatively constant, the labor force is quite dynamic, changing from month to month due to seasonal changes and changes in the business cycles of the region and nation.

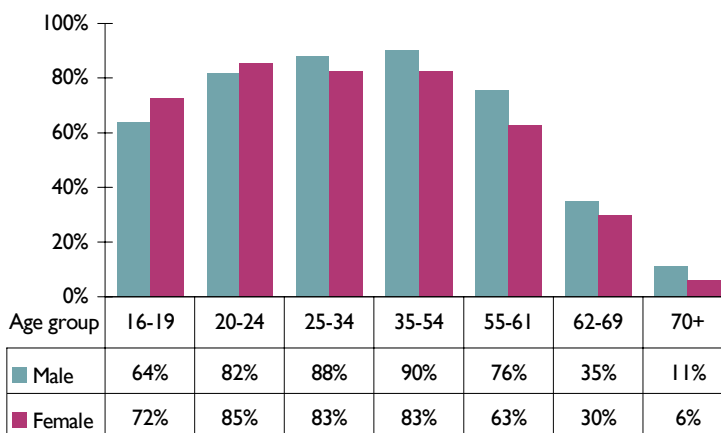
The percent of residents of labor force age (age 16 and older) that are working or looking for work in the county is called the "participation rate". In Brown County, the participation rate is 81 percent. This level is quite high, when one considers that nearly 14 percent of the labor force aged population is over age 65. That basically leaves five percent of this population group to draw into the labor force. This would include individuals that have made a choice not to participate and others that due to health, school or other obligations may not be able to participate at this time. Not that turning age 65 automatically means one retires and leaves the labor force, quite the contrary, the current trend has an increasing number returning to the labor force, but in jobs that are more frequently part time and less stressful than their careers were.

The participation rate for Brown County is significantly higher than the state and national rates. The State of Wisconsin has a participation rate of 73 percent, while the nation's rate is 66.9 percent. An area of interest is the converging patterns of participation rates for females and males. The participation of females in the labor force has increased dramatically over the last half century. During the 1950's only 30 percent of the labor force aged women were in the labor force, much lower than the near 80 percent participation rate for men. In Brown County, the female participation rate under the age of 24 exceeds that of male. It drops to below the male participation rate in the later age groups, but remains quite close.

Although the population projections indicate that there will remain a supply of replacement workers to replace those retiring during the next twenty years, that does not exempt the area from

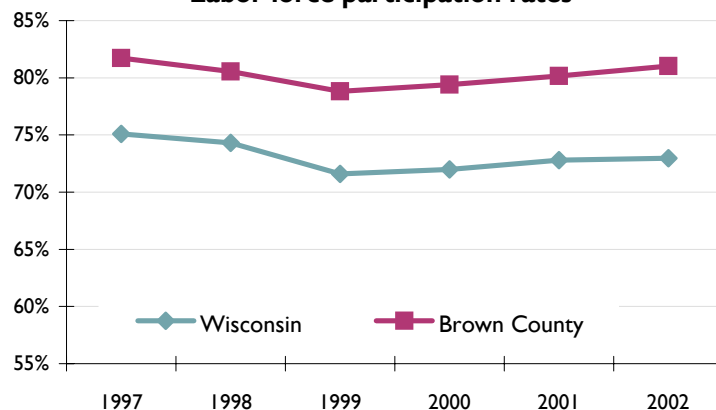
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**Brown Labor Force Participation by Age & Sex in 2000**



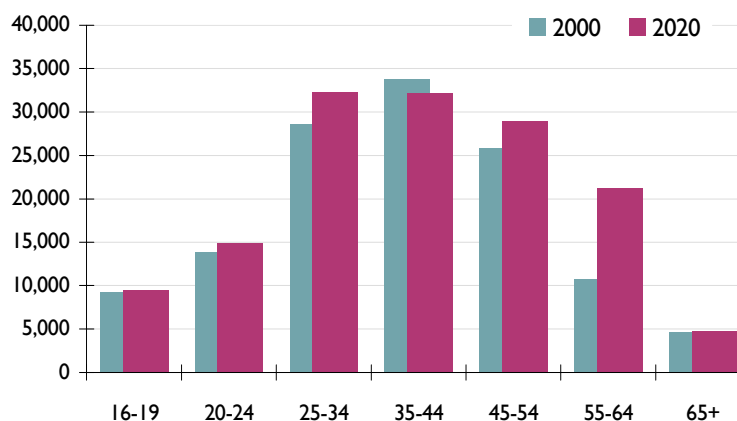
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Brown County**



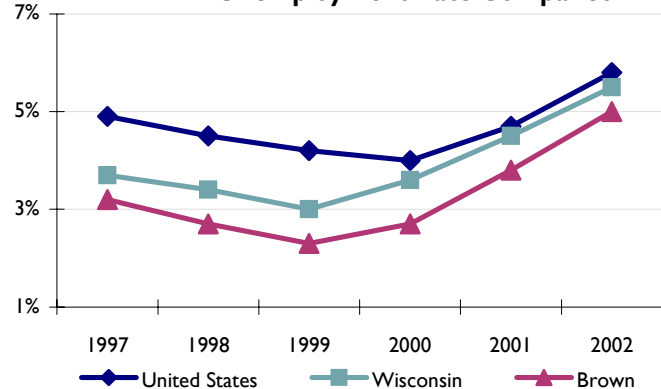
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Brown County Workforce Profile

having an aging workforce. The age of the workforce will be quite different in 2020 than it is now.

Although the economy has suffered a downturn since 2000, Brown County seems to have fared better than the state and nation since that time, with continued employment and labor force growth as well as an unemployment rate below state and national levels. While the overall economy may have fared better than the state and nation, it should be noted that the number of unemployment has almost doubled since 2000.

Unemployment Rate Comparison



Brown County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	132,205	132,574	132,812	136,883	139,850	142,034
Employed	128,000	128,969	129,750	133,222	134,533	134,990
Unemployed	4,205	3,605	3,062	3,661	5,317	7,044
Unemployment Rate	3.2%	2.7%	2.3%	2.7%	3.8%	5.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in an area. The two lists are also quite different in wages.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages, and for the most part are very transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller base of positions in the area, so small growth will be a large percent of the field. Most of the occupations with greatest number of openings are already occupations with a large number of jobs in the area, so it is more difficult to maintain a high growth rate. One other major difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrns Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrns Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

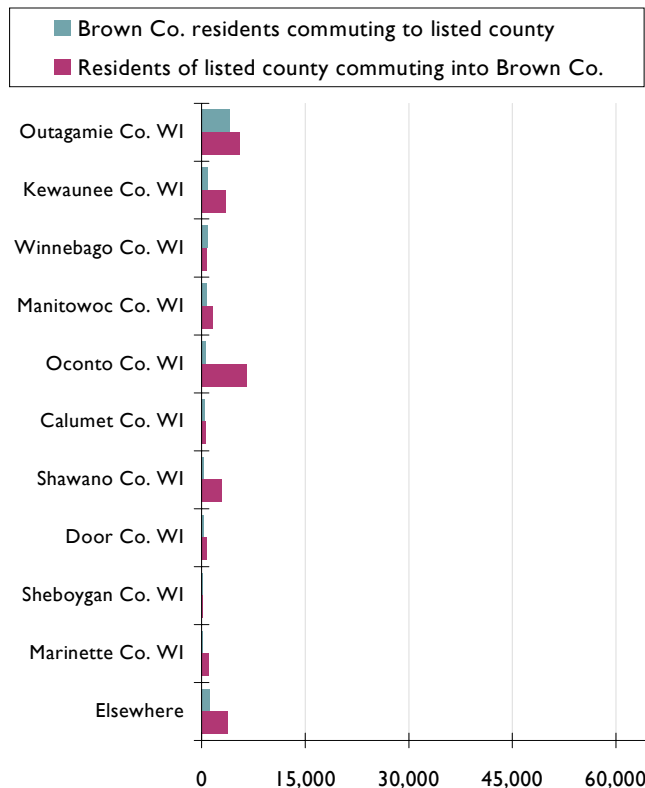
## County Commuting Patterns

Determining commuting patterns of a county is a part of every census. Most analysts and economic developers are very interested in the data as it reveals not only where the workers that live in the county work but also if there is a net gain or loss of workers. Brown County is one of the counties in the state with a net inflow of workers. The county

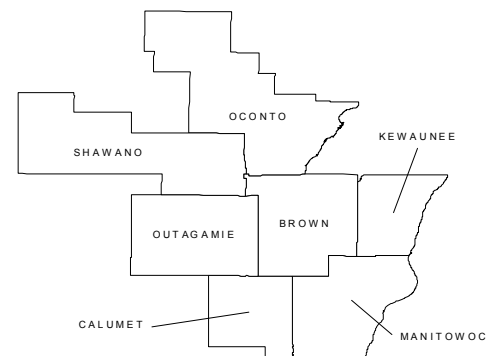
gains nearly 17,000 more workers than those who leave the county for work. This, in a sense, makes the county a “worker magnet”. It generally has more jobs than it has workers to fill them.

This does not mean that workers do not leave the county for jobs, just that more enter than leave. Of the counties surrounding Brown County only two gain more workers than they lose workers with Brown County. Those are Sheboygan and Winnebago Counties. The largest exchange of workers occurs with Outagamie County where nearly 10,000 workers go back and forth each day for work. Brown County has a net gain of almost 1,500 workers from this exchange.

The largest gain in workers comes from Oconto County. Brown gains almost 5,900 workers from Oconto. This is in part from spillover of workers that move to Oconto to live, but retain their job in Green Bay. Other counties that provide a large number of workers are Kewaunee County with 2,600 and Shawano County with 2,500. Both counties border Brown County and have a good transportation system via Interstate 43 and State Highway 29, which are four lanes to funnel the workers to their place of employment and back home. In 2005 these Kewaunee and Oconto Counties will become part of the Green Bay Metropolitan Statistical Area.



	Brown Co. residents commuting to listed county	Residents of listed county commuting into Brown Co.	Net gain or loss of workers
Outagamie Co. WI	4,074	5,573	1,499
Kewaunee Co. WI	876	3,448	2,572
Winnebago Co. WI	859	669	-190
Manitowoc Co. WI	818	1,575	757
Oconto Co. WI	644	6,518	5,874
Calumet Co. WI	467	598	131
Shawano Co. WI	381	2,910	2,529
Door Co. WI	294	728	434
Sheboygan Co. WI	219	122	-97
Marinette Co. WI	156	1,060	904
Elsewhere	1,194	3,732	2,538



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



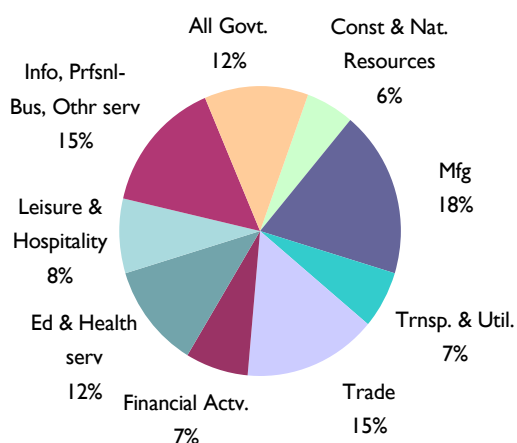
## Industry Employment - Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930's as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service-based. Currently less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. About 18 percent of the county's workers are in the manufacturing sector, about 50 percent greater than the national average.

**Brown County Industry Distribution: 2002**



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous years' data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors to provide information on the information industry and

(Continued on page 7)

**2002 Industry Employment in Brown County: A comparison of two classification systems**

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	8,100	6%	Construction & Mining	6%
Manufacturing	27,100	19%	Manufacturing	19%
Transportation, warehousing & utilities	9,500	6%	Transportation, utilities & communication	8%
Trade (wholesale & retail)	22,100	15%	Wholesale trade	5%
			Retail trade	18%
Financial activities	10,400	7%	Finance, insurance & real estate	7%
Information, professional & business services, other services	21,700	15%	Services & misc (incl. agr, forestry, fishing)	26%
Education and health services	17,300	12%	Government	12%
Leisure & hospitality	12,000	8%		
Government	17,500	12%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Brown County Workforce Profile

the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers. In the meantime, manufacturing remains a primary source of employment in the county.

Only two of the ten largest industry groups in the county are manufacturing. Also of the ten largest public and private employers in the county, only one is from the manufacturing sector. While manufacturing remains important in the area's economy, it has also been one of the hardest hit in terms of employment loss, both locally and nationally with the latest economic slowdown.

### Top 10 Industry Groups in Brown County

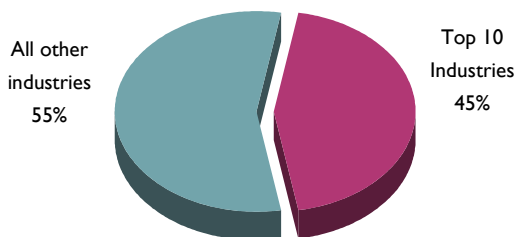
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Services and Drinking Places	392	9,620	314
Educational Services	49	9,291	276
Paper Manufacturing	28	7,245	-82
Hospitals	6	6,736	859
Insurance Carriers & Related Activities	160	6,516	-87
Truck Transportation	148	5,298	254
Food Manufacturing	47	5,278	-331
Ambulatory Health Care Services	265	5,212	-23
Specialty Trade Contractors	475	5,040	-523
Administrative and Support Services	232	4,941	-137

\*data suppressed to maintain confidentiality

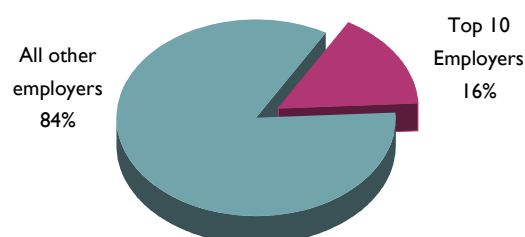
### Top 10 Employers in Brown County

Company	Product or Service	Size
Green Bay Public School Dist.	Elementary & secondary schools	1000 +
Georgia Pacific	Paper Manufacturing	1000 +
Humana Insurance Co.	Direct health and medical insurance carriers	1000 +
Saint Vincent Hospital	General medical & surgical hospitals	1000 +
Wisconsin Public Service Corp.	Fossil fuel electric power generation	1000 +
Oneida Tribe of Indians of Wis.	Tribal Enterprises	1000 +
Bellin Memorial Hospital	General medical & surgical hospitals	1000 +
Shopko Stores, Inc.	Corporate, subsidiary, and regional managing offices	1000 +
Schneider National, Inc.	Specialized freight (except used goods) trucking, long-distance	1000 +
County of Brown	Executive & legislative offices, combined	1000 +

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Brown County Workforce Profile

Although the percent of workers in the manufacturing sector has declined during the last 15 years, it retains a large influence on the community when it comes to wages. It has the highest average wage of any industry group and pays well above the statewide average for manufacturing workers. While it provides about 19 percent of the county's jobs, it pays over 23 percent of the county's payroll. Overall, wages in Brown County are above the statewide average.

### Average Annual Wage by Industry Division in 2002

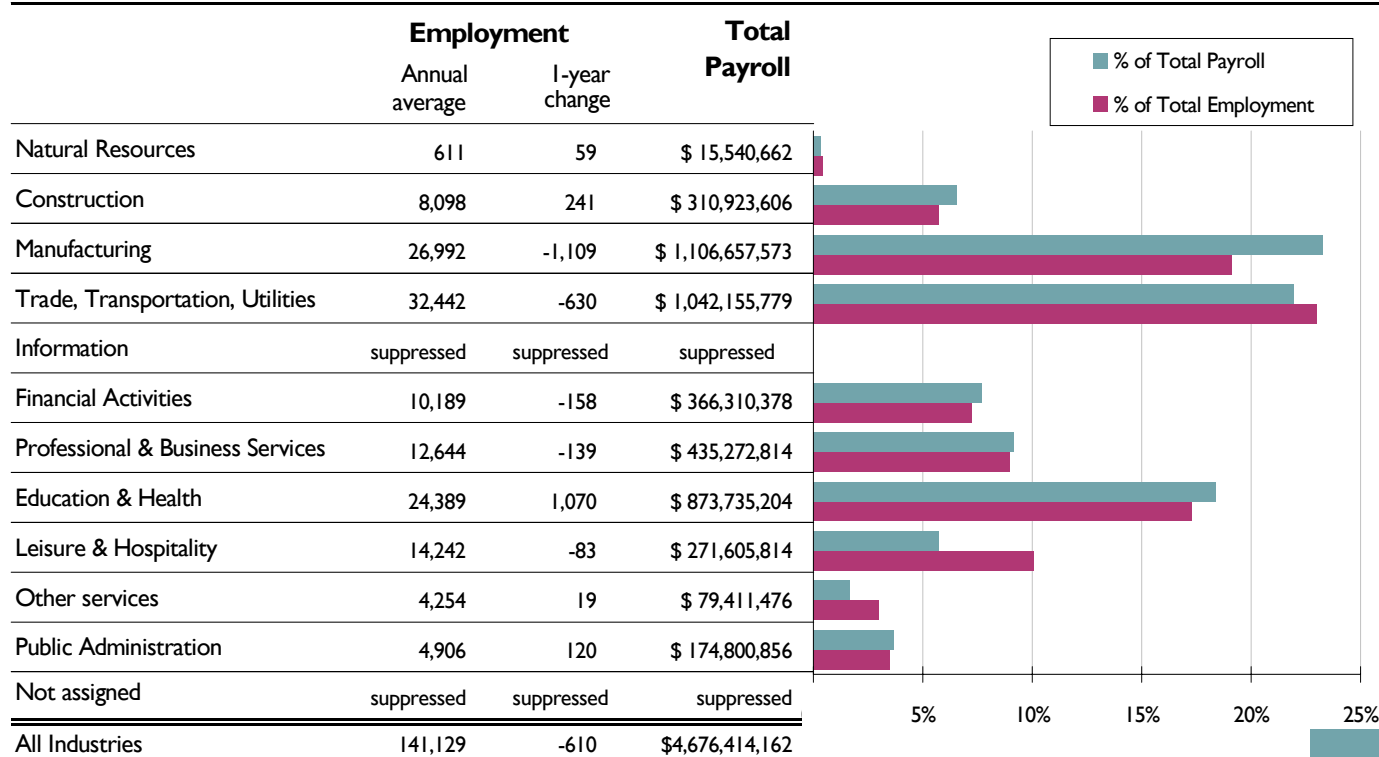
	Average Annual Wage		Percent of	1-year
	Wisconsin	Brown County	Wisconsin	% change
All Industries	\$ 32,422	\$ 33,678	104%	3.5%
Natural resources	\$ 25,481	\$ 25,435	100%	0.8%
Construction	\$ 39,649	\$ 38,395	97%	1.9%
Manufacturing	\$ 40,584	\$ 40,999	101%	3.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 32,124	113%	0.4%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 35,952	89%	8.7%
Professional & Business Services	\$ 36,324	\$ 34,425	95%	2.0%
Education & Health	\$ 33,768	\$ 35,825	106%	5.8%
Leisure & Hospitality	\$ 11,837	\$ 19,071	161%	4.6%
Other services	\$ 19,500	\$ 18,667	96%	3.1%
Public Administration	\$ 33,769	\$ 35,630	106%	1.0%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Another important industry in the region is the trade, transportation and utilities industry. While the overall wages are not as high as manufacturing and several other industries, its pay is generally above the state average. Unlike other areas of the state, in Brown County, this is heavily influenced by a large a trucking industry in the area.

This industry pays high wages and has continued to expand. Like manufacturing, the industry provides a large portion of the wages paid in the county. During 2002 total wages for this industry exceeded one billion dollars and made up 22 percent of the county's wages.

### 2002 Employment and Wage Distribution by Industry in Brown County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates. The majority of PCPI in Brown County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percentage of PCPI from net earnings is just slightly higher than the state and national averages.

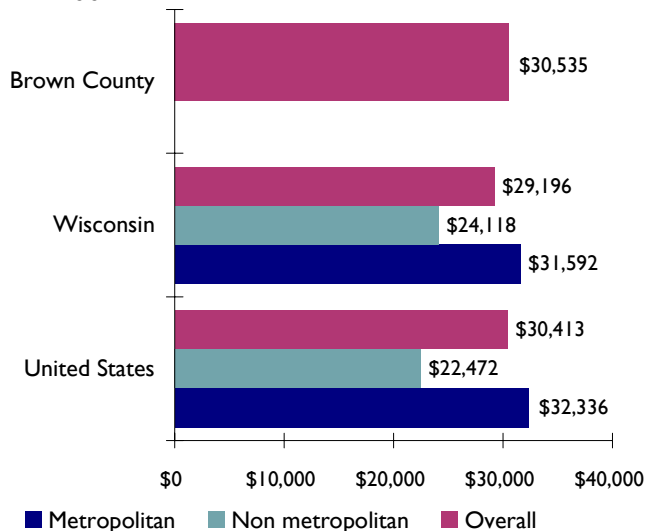
The percent coming from dividends, interest payment is very close to the state and national percentages, just a little higher. Offsetting this is the portion coming from transfer payments including pensions, which is lower than either the state or national averages.

The PCPI in the county is \$30,535, which is above the state level of \$29,196 and the national level of \$30,413. Of some concern is the slightly slower growth rate over the last year and five years.

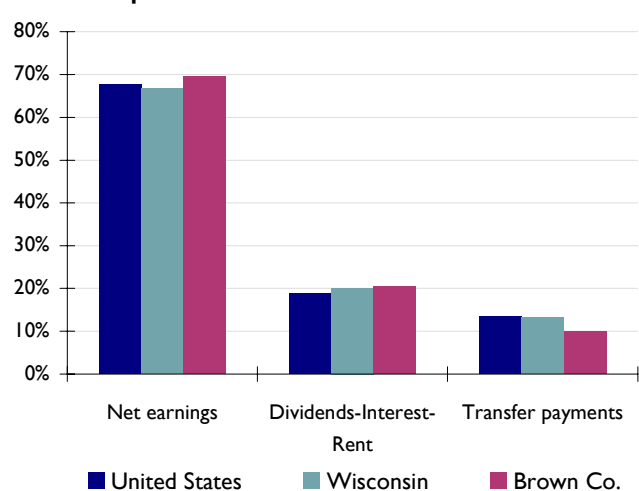
**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Brown County	\$24,493	\$25,987	\$27,442	\$28,605	\$30,052	\$30,535	1.6%	24.7%

**2001**



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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